REMARKS

Applicants respectfully request that the Examiner reconsider the subject application as amended herein.

Applicants have amended claims 1, 9 and 30 to more clearly point out and distinctly claim that which the Applicants consider as their invention. No new matter has been added.

INFORMATION DISCLOSURE STATEMENT

The Examiner has requested a copy of publications from the Information Disclosure Statement PTO 1449 (IDS). The Applicants submitted an IDS to the PTO with all cited references, evidenced by a return postcard enumerating the IDS and the cited references as being received by the PTO on April 23, 1999. The copy of the IDS returned to the Applicants with the subject Office Action shows each U.S. Patent Document initialed. However, the Other Prior Art is not initialed.

The "McCarty, Michael" reference, the "The Mbone Information Web@www.mbone.com" reference, the "Kashpureff.ORG Network Information Guide" reference, the "Internet Industry Group" reference, and the "Berniker, Mark" reference are resubmitted contemporaneously herewith.

35 U.S.C. § 102(e) REJECTION

The Examiner has rejected claims 1-6, 8, 9-17, 20-22, 30-36, and 38-40, under 35 U.S.C. §102(e) as being unpatentable over U.S. Patent 6,240,555 (hereinafter Shoff).

The Examiner has rejected claim 43 under 35 U.S.C. §102(e) as being unpatentable over U.S. Patent 6,091,411 (hereinafter Straub).

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LEE & HAYES, PLLC

It is noted that both Shoff, Straub, and the subject application are assigned to a common assignee.

Claims 1-6

Claim 1 is an independent claim and claims 2-6 depend from claim 1.

Applicants respectfully submit that claims 1-6 are patentable under §102(e) at least because Shoff does not describe each of the following elements of Applicants' claim 1:

- (1) receiving an announcement on a monitored address containing information specifying how and when to receive upcoming enhancing content, the enhancing content being associated with the streaming content and being at least one of broadcast and multicast; and
- (2) receiving the enhancing content according to the information contained in the announcement and at a time in synchronization with the streaming content.

The Examiner has commented that Shoff discloses Applicants' element (1) and (2) because the Shoff data structure 48 reads on Applicants' "announcement." Applicants respectfully disagree

The "announcement" recited in Applicants' claim 1 is received on a monitored address. The "announcement" specifies both how and when to receive upcoming broadcast or multicast enhancing content. The enhancing content is received according to the information contained in the "announcement" and at a time in synchronization with the streaming content. Shoff does not describe any of these elements.

Shoff describes an Electronic Program Guide (EPG) data structure 48 (Col. 4 line 35-42) for presenting video content with supplemental content. The EPG includes both programming information (Col. 5 line 62) and a data field 58 for target data that references resources containing supplemental content (Col. 6 line

7-9). In the EPG data structure, the target specifications in the data field 58 are correlated with programs (Col. 5 line 63). If a program is interactive compatible, a viewer unit <u>retrieves</u> the target specification from the EPG (Col. 9, line 20-22). The viewer activates supplemental control (Col. 9, line 30-31). If a viewer decides to enter the interactive mode, <u>the target resource located by the target specification in the data field 58 is activated</u> (Col. 9 line 54-65).

Shoff describes a system that merely receives supplemental content at an address pointed to in the data structure 48 associated with the scheduled time of a program. Shoff does not describe a system that monitors an address, that has an "announcement" describing how and when to receive broadcast or multicast enhancing content, or that receives the enhancing content according to the information in the announcement, and at a time synchronized with the streaming content. Shoff describes a viewing unit that gets target information from a data base rather than monitoring an address, retrieves the target specification rather than monitoring an address for a broadcast or a multicast transmission according to the "how" and "when" specified in the "announcement." The data structure described in Shoff does not contain how and when to receive the enhancing content (because the data structure is not broadcast or multicast). The data structure just describes where to retrieve the supplemental content associated with specific programs.

The enhancing content is Applicants' element (2) is synchronized by the specification of "when" to monitor each enhancing content. The Examiner cites Shoff (Col. 7 line 67 - Col. 8 line 3 with reference to Applicants' depending claim 2) for the proposition that Shoff includes the time when the corresponding enhancement content is to be sent information. Shoff describes that the digital

data includes timing information described as being implementable in "different ways" such as by coordinating the supplemental content with a particular start time and measuring time from the start, or characterizing the program in terms of frames and keying the supplemental content to the frame numbers (Col. 10 line 7-17). Shoff thus merely relies on ticks or a frame count from a reference, which is not the same as Applicants' recital of a time to monitor enhancements.

Because Shoff does not describe any of Applicants' elements (1) and (2), Applicants respectfully submit that Applicants' claim 1 is patentable under §102(e) over Shoff. Applicant's dependent claims 2-6 being dependent upon and further limiting independent claim 1, are allowable for that reason as well as for the additional limitations they contain.

Claim 8

Applicants respectfully submit that Claim 8 is patentable under §102(e) at least because Shoff does not describe, as described above with regard to Applicants' claim 1, either elements (1) or (2) as recited above with regard to Applicants' claim 1.

The Examiner comments that Shoff claim 16 (Col. 19 line 1 - Col. 20 line 13) discloses the above elements. Applicants respectfully disagree. Shoff merely describes in claim 16 retrieving a target specification provided in association with the video content (in data structure 48). The cited portion of Shoff includes none of the above elements recited by Applicants and as described with reference to Applicants' claims 1-6. Shoff nowhere describes the Applicants' recited "announcement."

Shoff does not describe in the cited reference any of the elements of Applicants' claim 8. Applicants respectfully submit that Claim 8 is patentable under §102(e) over Shoff.

Claims 9-17

Claim 9 is an independent claim and claims 10-17 depend from claim 9.

Applicants respectfully submit that Applicants' claims 9-17 are patentable under §102(e) at least because Shoff does not describe each of the following elements of Applicants' independent claim 9:

- (1) forming announcements containing information specifying a first address and a time at which to receive upcoming triggers;
- (2) sending the announcements by broadcast or multicast to a second address;
- (3) monitoring the second address to receive the announcements;
- (4) filtering the announcements to retain selected announcements;
- (5) monitoring the first address at the time specified in the selected announcements to receive triggers; and
- (6) processing the triggers to coordinate presentation of the enhancing content with the streaming content.

Applicants recite forming "announcements" that are broadcast or multicast at a second address, that specify a first address to be monitored and a time when to monitor the first address to receive "triggers," monitoring the second address to receive the broadcast or multicast announcement, filtering the announcements, monitoring the first address at the time specified to receive the triggers, and processing the triggers to coordinate presentation of the enhancing content and the streaming content.

As described with reference to claims 1-6 above, Shoff merely describes a system having a data field 58 for target data that references resources containing supplemental content, a viewer unit that <u>retrieves</u> a target specification from the

EPG, and activating the target specification in the data field 58. Applicants find nowhere in Shoff any description of any of the elements recited by Applicants, i.e. forming broadcast or multicast announcements at a second address specifying a first address to be monitored and a time to monitor the first address to receive "triggers," monitoring the second address to receive the broadcast or multicast announcement, filtering the announcements, monitoring the first address at the time specified to receive the triggers, and processing the triggers to coordinate presentation of the enhancing content and the streaming content. Shoff merely describes a data structure 48 that includes a data field 58 holding a reference to a location for the supplemental content arranged according to program time. Shoff does not monitor the network but gets or activates all the data received.

Because Shoff does not describe any of the elements of Applicants' claim 9, Applicants respectfully submit that Claim 9 is patentable under §102(e) over Shoff. Applicant's dependent claims 10-17 being dependent upon and further limiting independent claim 9, are allowable for that reason as well as for the additional limitations they contain.

Claims 20-22

Claim 20 is an independent claim and claims 21-22 depend from claim 20.

Applicants respectfully submit that Applicants' claims 20-22 are patentable under §102(e) for at least the reason that Shoff does not describe each of the elements of Applicants' independent claim 20.

Claim 20 includes the following elements:

(1) monitoring an announcement address to receive announcements pertaining to enhancing content for enhancing the streaming content, (2) the announcements containing information that specify a trigger address and times at which to receive upcoming triggers;

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- (3) filtering the announcements to retain selected announcements;
- (4) storing the selected announcements;
- (5) monitoring the trigger address at the times specified in the selected announcements to receive corresponding triggers; and
- (6) processing the triggers to cause one of the following events to occur: 1) receive one or more data files having the enhancing content, or 2) utilize the enhancing content in the data files to enhance the streaming content.

The Applicants' recited "announcements" and "triggers" are not described in any way in Shoff. Applicants recite as element (1) monitoring an address to receive announcements. As described above with respect to claims 1-6, and 9-17, Shoff merely describes a system having a data field 58 for target data that references resources containing supplemental content, a viewer unit that retrieves a target specification from the EPG, and activating the target specification in the data field 58. Applicants recite in elements (2) and (5) that the announcements contain the address and times to receive the triggers, and monitoring the address at the times to receive the corresponding triggers. Again, because Shoff does not describe announcements as described in element (1) and because Shoff does not describe that announcements contain an address and time to receive triggers and monitoring the address at the tine to receive the triggers, the recited elements (2) and (5) are not in any way described by Shoff. Therefore, and briefly, at least because Shoff does not describe the announcements and triggers as recited by Applicants, in elements (1), (2), and (5), Shoff does not describe the elements (3), (4), and (6) of filtering the announcements, storing the selected announcements, and processing the triggers to receive one or more data files having the enhancing content, or utilize the enhancing content in the data files to enhance the streaming content.

Shoff does not describe any of the elements (1)-(6) of Applicants' claim 20 above. Applicants respectfully submit that Claim 20 is patentable under §102(e)

over Shoff. Applicant's dependent claims 21-22 being dependent upon and further limiting independent claim 20, are allowable for that reason as well as for the additional limitations they contain.

Claims 30-36

Claim 30 is an independent claim and claims 31-36 depend from claim 30.

Applicants respectfully submit that Applicants' claims 30-36 are patentable under §102(e) for at least the reason that Shoff does not describe each of the elements of Applicants' independent claim 30.

Claim 30 includes the following elements:

- (1) the content server being configured to form announcements that contain information specifying an IP address and a time at which to receive upcoming triggers, the content server sending the announcements to the client by broadcasting or multicasting; and
- (2) the client being configured to receive the announcements and monitor the IP address at the time specified in the announcements to receive the triggers, the client processing the triggers to coordinate presentation of the enhancing content with the streaming content.

As described above with reference to Claims 1-6, 8, 9-17, and 20-22, Shoff does not describe any of the elements (1) and (2) above. Shoff does not describe monitoring an IP address to receive triggers that coordinate presentation of the enhancing content with the streaming content, a content server forming the announcements, a content server broadcasting or multicasting the announcements, the client receiving the broadcast or multicast announcement, the client monitoring the address at the specified time in the announcement to receive the trigger, and the client processing the trigger to coordinate presentation of the enhancing content with the streaming content. Shoff merely describes a data structure 48 that includes a data field 58 holding a reference to a location for the supplemental

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content arranged according to program time. Shoff does not monitor the network but gets and activates all the data received.

Shoff does not describe any of the elements of Applicants' claim 30 above. Applicants respectfully submit that Claim 30 is patentable under §102(e) over Shoff. Applicant's dependent claims 31-36 being dependent upon and further limiting independent claim 30, are allowable for that reason as well as for the additional limitations they contain.

Claims 38-40

Claim 38 is an independent claim and claims 39-40 depend from claim 38. Applicants respectfully submit that Applicants' claims 38-40 are patentable under §102(e) for at least the reason that Shoff does not describe each of the elements of Applicants' independent claim 38.

Claim 38 includes the following 3 elements:

- (1) a listener to monitor an announcement IP address to receive announcements pertaining to enhancing content for enhancing the video content, the announcements containing information that specify a trigger IP address and times at which to receive upcoming triggers;
- (2) the listener further monitoring the trigger IP address at the times specified by the announcements to receive corresponding triggers; and
- (3) a rendering component to present the video content and to enhance the video content with the enhancing content according to instructions received in the triggers.

As described above with reference to Claims 1-6, 8, and 9-17,20-22, and 30-36, Shoff does not describe any of the elements (1)-(3) above. Shoff does not describe in element (1) a listener to monitor an announcement IP address, the listener to monitor in order to receive announcements pertaining to enhancing content, the announcements containing information that specify a trigger IP address and times at which to receive upcoming triggers. Shoff does not describe

in element (2) the listener monitoring the trigger IP address at times specified by the announcements to receive corresponding triggers Shoff does not describe in element (3) enhancing the video content according to the instruction received in the trigger as defined in elements (1) and (2). Shoff merely describes a system having a data field 58 for target data that references resources containing supplemental content, a viewer unit that retrieves a target specification from the EPG, and activating the target specification in the data field 58. Shoff does not monitor the network but gets or activates all the data received. The IP address the Office Action references in Fig. 3 is merely the address of the supplemental data in the data structure 48, not the "trigger" IP address recited by Applicants.

Shoff does not describe any of the elements (1)-(3) of Applicants' claim 38 above. Applicants respectfully submit that Claim 38 is patentable under §102(e) over Shoff. Applicant's dependent claims 39-40 being dependent upon and further limiting independent claim 38, are allowable for that reason as well as for the additional limitations they contain.

Claim 43

Applicants respectfully submit that claims 43 is patentable under §102(e) for at least the reason that Straub does not describe each of the elements of claim 43.

Claim 43 includes the following elements:

- (1) a first code segment for monitoring a broadcast or multicast IP address to receive triggers, each trigger containing at least one item for a ticker; and
- (2) a second code segment for rendering the ticker with the items received via the triggers.

Straub does not describe a code segment for monitoring a broadcast or multicast IP address to receive the recited triggers, each containing at least one

item for a ticker, or a second code segment for rendering the ticker with the items received via the triggers. Instead, Straub describes getting a web collection file WCF from an associated URL stored in a smart folder (Col. 8 lines 42-44). The WCF contains a list of URLs which designate files that the Web Check update service is to download. (Col. 9, lines 4-6). The cited section of Straub (Col. 14 lines 47-60) refer to the Straub describing getting information according to stored hypertext pages that are not even necessarily transmitted from a network.

Nowhere in Straub is there a description of the client monitoring an address to download ticker information. This is not inherent, and is novel in the subject application. This is particularly not inherent because Straub nowhere describes broadcasting or multicasting a message.

Straub does not describe any of the elements (1) and (2) of Applicants' claim 43. Applicants respectfully submit that Claim 43 is patentable under §102(e) over Straub.

35 U.S.C. § 103(a) REJECTION

The Examiner has rejected claims 7, 18, 23-24, 26-29, 37, and 41-42 under 35 U.S.C. §103(a) as being unpatentable over Shoff in view of Straub.

The Examiner has rejected claims 19 and 25 under 35 U.S.C. §103(a) as being unpatentable over Shoff.

Claim 7

The Examiner has rejected claim 7 because Straub is said to disclose a ticker. Applicants respectfully submit that claim 7 depends from claim 1, and includes each of the elements of claim 1. As described above with reference to claim 1, Shoff at least does not describe the elements (1) and (2) of claim 1.

Applicants additionally submit that there is no suggestion, motivation, or teaching in Shoff to combine the teachings of Shoff with Straub. The Applicants are unable to find any suggestion or teaching to combine the teaching of Straub with Shoff. Applicants respectfully request that the Examiner provide such teaching or suggestion. Shoff is directed at a television system that enables presentation of supplemental content along with the television transmission.

Straub is directed at a computer operating system having a graphical interface that can be updated from the internet and can contain a scrolling ticker that in no way displays a supplemental information for a television transmission long with the ticker. Thus, there is no motivation to combine the teachings of Shoff with Straub.

Applicant's claim 7 being dependent upon and further limiting independent claim 1, is allowable for that reason as well as for the additional limitations it contains.

Claim 18

Applicants respectfully submit that claim 18 depends from claim 9, and includes each of the elements of claim 9. As described above with reference to claim 9, Shoff at least does not describe the elements (1)-(6) of claim 9.

Moreover, as submitted above with respect to claim 7, there is no suggestion, motivation, or teaching in Shoff to combine the teachings of Shoff with Straub.

Applicant's claim 18 being dependent upon and further limiting independent claim 9, is allowable for that reason as well as for the additional limitations it contains.

Claims 23-24

Claims 23 and 24 each depend from claim 20, and includes each of the elements of claim 20. As described above with reference to claim 20, Shoff at least does not describe the elements (1)-(6) of claim 20.

Moreover, as submitted above with respect to claim 7, there is no suggestion, motivation, or teaching in Shoff to combine the teachings of Shoff with Straub.

Applicant's claims 23 and 24 being dependent upon and further limiting independent claim 20, are allowable for that reason as well as for the additional limitations they contains.

Claims 26 and 27

Claims 26 is an independent claim and claim 27 depends from claim 26. Claim 26 recites the following elements:

- (1) monitoring an IP (Internet Protocol) address to receive triggers, each trigger containing at least one item for a ticker;
 - (2) forming an array of the items received in the triggers; and
 - (3) displaying the array within the ticker.

Neither Shoff nor Straub describes monitoring an IP address to receive triggers, or each of these triggers containing at least one ticker, or forming an array of the items received in the triggers, or displaying the array in the ticker.

Moreover, claim 27 recites receiving announcements at another IP address to announce upcoming transmission of triggers that Applicants submit is not described by Straub or Shoff. As described above with reference to claims 1-6, 8, and 9-17,20-22, 30-36, and 38-40, Shoff merely describes a system having a data field 58 for target data that references resources containing supplemental content, a viewer unit that retrieves a target specification from the EPG, and activating the target specification in the data field 58. Shoff does not monitor the network but

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gets or activates all the data received. And as described above with reference to claim 43, Straub describes getting a web collection file WCF from an associated URL stored in a smart folder (Col. 8 lines 42-44). The WCF contains a list of URLs which designate files that the Web Check update service is to download. (Col. 9, lines 4-6). Applicants can find no description in Straub of forming an array of the items received in the triggers.

The Examiner comments that it is inherent to monitor an IP address to receive triggers. Applicants respectfully submit that it is not inherent to so, particularly if the triggers are not broadcast or multicast. Shoff and Straub disclose no multicasting or broadcasting of IP messages, particularly any IP messages containing triggers.

Moreover, as submitted above with respect to claim 7, there is no suggestion, motivation, or teaching, to combine the teachings of Shoff with Straub.

Because neither Shoff nor Straub together or alone describe any of Applicants' elements (1)-(2), and because there is no suggestion, motivation, or teaching, to combine the teachings of Shoff with Straub, Applicants respectfully submit that Applicants' claim 26 is patentable under §103(a) over Shoff in view of Straub.

Applicant's dependent claims 27 being dependent upon and further limiting independent claim 261, is allowable for that reason as well as for the additional limitations it contains.

Claim 28

The Examiner comments that the elements being claimed embody the method of claims 20 and 26 in a computer readable media.

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Applicants respectfully submit as described above with reference to claim 20, Shoff does not describe the elements (1)-(6) of Applicants claim 20 and that Claim 20 for at least that reason is patentable under §102(e) over Shoff.

Applicants respectfully submit that claim 28 does not embody the method of claim 26. Nevertheless, as described above with reference to claim 26, neither Shoff nor Straub together or alone describe any of Applicants' claim 26 elements (1)-(2), and that claim 26 for at least that reason is patentable under §103(a) over Shoff in view of Straub.

Moreover, as submitted above with respect to claim 7, there is no suggestion, motivation, or teaching, to combine the teachings of Shoff with Straub.

Because neither Shoff nor Straub together or alone describe any of the elements of claim 18, and because there is no suggestion, motivation, or teaching, to combine the teachings of Shoff with Straub, Applicants respectfully submit that Applicants' claim 28 is patentable under §103(a) over Shoff in view of Straub.

Claim 29

The Examiner comments that the elements being claimed embody the method of claim 26 in a computer readable media.

As described above with reference to claim 26, neither Shoff nor Straub together or alone describes any of Applicants' claim 26 elements (1)-(2). Moreover, as submitted above with respect to claim 7, there is no suggestion, motivation, or teaching, to combine the teachings of Shoff with Straub. Claim 26 for at least these reason is patentable under §103(a) over Shoff in view of Straub.

Claim 37

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The Examiner has commented that Straub discloses a ticker together with streaming content.

Applicants respectfully submit that claim 37 depends from claim 30, and includes each of the elements of claim 30. As described above with reference to claim 30, Shoff at least does not describe the elements (1) and (2) of claim 30.

Moreover, Applicants respectfully submit that Straub nowhere describes displaying streaming content with a ticker.

Moreover, there is no suggestion, motivation, or teaching in Shoff to combine the teachings of Shoff with Straub as described above with reference to claim 7.

Applicant's respectfully submit that claim 37 being dependent upon and further limiting independent claim 30, is allowable for that reason as well as for the additional limitations it contains.

Claim 41

Applicants respectfully submit that claim 41 depends from claim 38, and includes each of the elements of claim 38. As described above with reference to claim 38, Shoff does not describe the elements (1)-(3) of claim 38.

The Examiner has commented that Straub discloses a listener and video control contained within an HTML page rendered by a rendering component.

Applicants respectfully submit that Straub nowhere describes s listener and video control contained or not within an HTML page rendered by a rendering. The Figures cited by the Examiner in Straub do not anywhere portray a video control or a control for streaming content. Straub is concerned with displaying graphical

themes on a monitor controlled by an operating system (Abstract, Col. 3 lines 45-49), not in any way displaying streaming content, video or not.

Moreover, there is no suggestion, motivation, or teaching in Shoff to combine the teachings of Shoff with Straub as described above with reference to claim 7.

Applicant's respectfully submit that claim 41 being dependent upon and further limiting independent claim 38, is allowable for that reason as well as for the additional limitations it contains.

Claim 42

Applicants respectfully submit that claim 41 depends from claims 38 and 41, and includes each of the elements of claims 38 and 41. As described above with reference to claim 38, Shoff does not describe the elements (1)-(3) of claim 38. As described above with reference to claim 41, Shoff in view of Straub does not describe the elements of claim 41.

Moreover, there is no suggestion, motivation, or teaching in Shoff to combine the teachings of Shoff with Straub as described above with reference to claim 7.

Applicant's respectfully submit that claim 42 being dependent upon and further limiting independent claim 38, and dependent claim 4, is allowable for both of these reasons as well as for the additional limitations it contains.

Claims 19 and 25

Claim 19 recites a computer-readable media having computer readable instructions for performing steps of the method recited as claim 9. Applicants have shown with regard to claim 9 that each of the elements recited in claim 9 is

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not described in Shoff. Accordingly, Applicants respectfully submit that claim 19 is patentable under §103(a) over Shoff.

Claim 25 recites a computer-readable media having computer readable instructions for performing steps of the method recited as claim 20. Applicants have shown with regard to claim 20 that each of the elements recited in claim 20 is not described in Shoff. Accordingly, Applicants respectfully submit that claim 25 is patentable under §103(a) over Shoff.

CONCLUSION

Applicants respectfully request reconsideration of the rejection of these claims in view of the above remarks. Applicants respectfully suggests that for any one of the preceding reasons, claims 1-43 are patentable and are in condition for allowance.

Should any matter in this case remain unresolved, the undersigned attorney respectfully requests a telephone conference with the Examiner to resolve any such outstanding matter.

Respectfully Submitted, LEE & HAYES PLLC 421 W RIVERSIDE AVENUE SUITE 500 SPOKANE, WA 99201

Date: oct har 2,2002

Kenneth Paley Reg. No. 38,989 (509) 324-9256

ATTACHMENT

In accordance with CFR § 1.121, a marked-up version of amended claim 1 showing all changes relative to the previous version of that claim is given below.

1. (Amended) A method for synchronizing streaming content with enhancing content comprising the following steps:

receiving an announcement <u>on a monitored address</u> containing information specifying how and when to receive upcoming enhancing content, the announcement being sent at a time prior to sending the enhancing content <u>and</u> being at least one of broadcast and multicast, the enhancing content being associated with the streaming content;

receiving the streaming content;

receiving the enhancing content according to the information contained in the announcement and at a time in synchronization with the streaming content; and enhancing the streaming content with the enhancing content.

9. (Amended) A method for synchronizing streaming content with enhancing content comprising the following steps:

forming announcements containing information specifying a first address and a time at which to receive upcoming triggers;

sending the announcements by one of broadcast and multicast to a second address;

monitoring the second address to receive the announcements;

filtering the announcements to retain selected announcements;

monitoring the first address at the time specified in the selected
announcements to receive the triggers; and

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processing the triggers to coordinate presentation of the enhancing content with the streaming content.

30. (Amended) A system for synchronizing streaming content and enhancing content, comprising:

at least one content server;

a client;

the content server being configured to form announcements that contain information specifying an IP address and a time at which to receive upcoming triggers, the content server sending the announcements by at least one of broadcasting and multicasting to the client; and

the client being configured to receive the announcements and monitor the IP address at the time specified in the announcements to receive the triggers, the client processing the triggers to coordinate presentation of the enhancing content with the streaming content.